

# King County Parks **Your** **Big Backyard**

King County  
Parks and Recreation Division



**2007**  
**Fourth Quarter Report**  
Parks Omnibus Ordinance Report  
to the King County Council  
January – December 2007

we're at work so you can play

### **Highlights of the Fourth Quarter**

- ❖ Overall, total business revenues of the Division decreased slightly from 2006, which can be attributed to the transfer of the King County Fairgrounds to the City of Enumclaw. Holding constant for facility transfers, business revenues once again met the 5 percent growth target.
- ❖ Revenues were up in several important categories of Marymoor Park business operations in 2007, such as parking, field reservation fees, and concert ticket service fees. Marymoor Park continues to play a crucial role in the Division's opportunities to generate business revenue.
- ❖ Revenues at the Weyerhaeuser King County Aquatic Center (WKCAC) decreased while expenditures increased in comparison to 2006, which can largely be attributed to scheduled and unanticipated facility closures. WKCAC improved the energy efficiency of its lighting, heating, and scoreboard, all of which will contribute to future cost savings. WKCAC continues to host events of national and regional significance.
- ❖ Entrepreneurial revenues continued to come in strongly, with highlights such as a \$500,000 gift from Starbucks Coffee Company making possible the Ultimate Park Makeover of White Center Heights Park.
- ❖ The Community Partnerships and Grants (CPG) Program has 30 projects implemented or under development that represent \$9 million in CPG grants and Capital Improvement Projects (CIP) commitments and that will eventually add nearly \$50 million in leveraged community investment. The CPG projects will not result in new tax-funded operations or maintenance costs for the Division.

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## Parks and Recreation Division 2007 Fourth Quarter Report

### Introduction

The Omnibus Parks Ordinance (Ordinance 14509), adopted November 18, 2002, by the King County Council, included this reporting requirement for the Parks and Recreation Division:

“The division shall provide a written report to the council, filed with the clerk of the council, at least four times each year, by March 15, June 15, September 15, and December 15, and more frequently as directed by the council by motion, regarding the execution of the division’s duties and responsibilities as established in K.C.C. 2.16.045.E. Following transmittal of each written report, the division shall also make an oral presentation to the council. The written reports and oral presentations shall include, but shall not be limited to, information as to the division’s efforts in:

- A. Meeting revenue targets under section 7 of this ordinance;*
- B. Implementing entrepreneurial strategies including advertising, leasing and concession agreements;*
- C. Pursuing gifts, bequests and donations, including the value and sources of gifts, bequests and donations received;*
- D. Developing agreements with other organizations to provide recreation services;*
- E. Transferring parks and recreation assets within incorporated areas or potential annexation areas to cities; and*
- F. Community outreach and involvement.”*

This is our fifth year reporting on the accomplishments of the Division. Quarterly reports were transmitted for each quarter in 2003, 2004, 2005, and 2006. The year 2007 also marks the fourth year of the Parks Levy fund, which was approved by the voters in 2003, with collections running from January 1, 2004 through December 31, 2007.

We have structured the quarterly report to correspond to the ordinance requirements. We welcome your ideas and input. Please do not hesitate to contact Kevin Brown or Tom Koney of the King County Parks and Recreation Division at 206-296-8687 if you have any questions or suggestions.

## Revenues - Summary

### **Parks and Recreation Division Revenues**

2007 Adopted Revenues	\$22,097,958
2007 Revised Revenues	\$22,173,579
2007 Total Actual Revenues (Preliminary) <sup>1</sup>	\$22,341,174
2006 Total Actual Revenues <sup>2</sup>	\$22,120,229

### **Fourth Quarter - Business Revenues Only**

Levy funds, interest earnings, interfund transfers and similar revenues that are not within the control of the Division are excluded from this total.

**Actual Business Revenues<sup>3</sup>** (includes user fees and enterprise and entrepreneurial revenues)

January 1 – December 31, 2007	\$4,982,717
January 1 – December 31, 2006	\$5,086,651

While total business revenues decreased 2 percent from 2006 to 2007, total business revenues in 2007 surpassed the adopted budget target by \$25,000. Business revenues were anticipated to decrease in 2007 due to the transfer of the King County Fairgrounds to the City of Enumclaw. In addition, business revenues were particularly strong in 2006 with an 18 percent increase over the previous year and included sources of revenue such as the Cirque du Soleil. The Division continues to strive to achieve a 5 percent increase in business revenues, holding constant for transferred facilities.

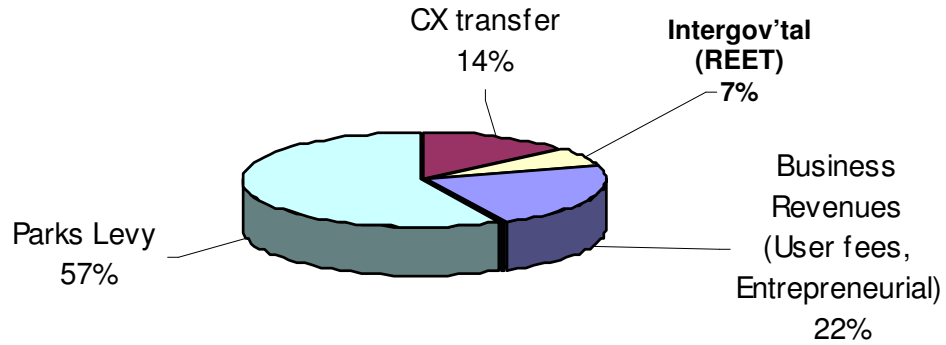
Even with a reduced asset base (due to transfer of facilities), business revenues still comprise approximately 22 percent of the total Parks Revenue budget, the same percentage as in 2002, at the beginning of the Business Plan (see charts, following page). The ensuing period has seen transfers of facilities, mostly pools, which generated more than \$2,000,000 in revenues. The business revenue forecast on the remaining assets has risen from a total of approximately \$2.3 million in 2002 to nearly \$5 million in the 2007 adopted budget.

<sup>1</sup> 2007 figures are preliminary, per ARMS financial reports as of 02/06/2008. Final expenditure figure (14<sup>th</sup> month) anticipated to become available in mid-March 2008.

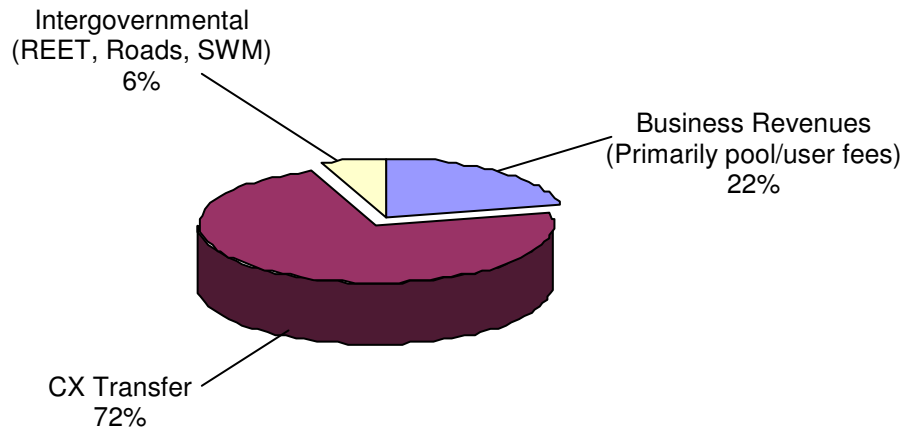
<sup>2</sup> 2006 Actuals based on 14<sup>th</sup> Month ARMS financial reports and 2006 CAFR.

<sup>3</sup> Based on ARMS financial reports.

## 2007 Adopted Revenues - \$22M



## 2002 Adopted Revenues - \$26M



## Expenditures – Summary

### **Parks and Recreation Division Expenditures**

2007 Adopted Expenditures	\$23,084,309
2007 Revised Expenditures <sup>4</sup>	\$23,848,148
2007 Total Actual Expenditures (Preliminary) <sup>5</sup>	\$22,552,023
2006 Adopted Expenditures	\$20,888,426
2006 Revised Expenditures <sup>6</sup>	\$22,212,171
2006 Actual Expenditures <sup>7</sup>	\$21,155,007

Based on preliminary year-end data, the Division underexpended its budget by approximately 5 percent in 2007. This is largely due to salary savings in the Division, as recruiting proved a challenge for some FTE positions in light of the upcoming levy vote. Recruiting for seasonal workers was also a challenge, due to a stronger economy providing potential seasonal workers with other, higher paying options. In 2006, the Division underexpended its budget by roughly 3 percent, including carryover and reappropriation.

In the early years of the levy, the Division deliberately underexpended the budget. The Division was being frugal due to the uncertain nature of business revenues and the need to build a prudent fund balance. In January 2004, the Division began with a fund balance of zero, but the fund balance in the levy fund now achieves the financial planning target. Now that it has achieved its target fund balance, the Division intends to continue to more fully expend its appropriated budget on maintaining and operating parks and facilities.

Expenditures grew nearly 7 percent between 2006 and 2007, primarily due to general inflation, storm damage-related maintenance, and higher expenditure of Community Partnerships and Grants Program (CPG) funds. The Division continues to look for ways to increase efficiencies and control expenditures.

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<sup>4</sup> Reflects automated carryover, 2007 1<sup>st</sup> and 2<sup>nd</sup> Quarter Omnibus Ordinances and Supplemental Ordinance 15894.

<sup>5</sup> 2007 figures are preliminary, per ARMS financial reports as of 02/06/2008. Final expenditure figure (14<sup>th</sup> month) anticipated to become available in mid-March 2008.

<sup>6</sup> Reflects 2006 1<sup>st</sup> Quarter Omnibus Ordinance.

<sup>7</sup> 2006 Actuals based on 14<sup>th</sup> month ARMS reports and 2006 CAFR.

## Revenues - Implementing the Business Plan

### Key Business Units

#### Marymoor Business Unit



	2007 thru Q4	2006 thru Q4	Change (\$)	Change (%)
<b>Traditional</b>				
Rev - Facilities	\$116,147	\$126,365	(\$10,218)	-8%
Rev - Fields	\$640,439	\$298,704	\$341,735	114%
<b>Non-Traditional</b>				
Rev - Parking	\$447,888	\$378,520	\$69,368	18%
Rev - Campground*	\$0	\$12,159	(\$12,159)	-100%
Rev - Concerts	\$144,998	\$177,011	(\$32,013)	-18%
Rev - Concert ticket sales	\$8,078	\$3,976	\$4,102	103%
Rev - Subway	\$17,798	\$17,056	\$742	4%
Rev - Pet Garden	\$4,500	\$800	\$3,700	463%
Sponsors/Concessions	\$74,283	\$107,353	(\$33,070)	-31%
Bellevue Agreement	\$48,210	\$46,670	\$1,540	3%
Cirque du Soleil**	\$0	\$552,600	(\$552,600)	-100%
Naming Rights	\$115,000	\$105,000	\$10,000	10%
<b>Revenues - Total (rounded)</b>	<b>\$1,617,000</b>	<b>\$1,826,000</b>	<b>(\$209,000)</b>	<b>-11%</b>
<b>Expenditures (rounded)</b>	<b>\$2,630,000</b>	<b>\$2,580,000</b>	<b>\$50,000</b>	<b>2%</b>

(1) As in past years, estimated expenditures include direct costs and administrative and overhead costs associated with home-based labor. They do not include "loan-in labor", i.e., labor that may have been contributed by other work units. From timesheet data, about \$210,000 in direct loan-in labor was associated with Marymoor in 2007, and \$260,000 in 2006 (this loan-in figure does not include benefits or overhead, or other direct or indirect costs associated with such labor).

Source: Parks Division CLASS software system for revenue tracking; ARMS financial reports and division indirect cost estimates for expenditures.

\* No camping occurred at Marymoor in 2007. In 2006, a special allowance for camping was made for specific performances at the concert venue.

\*\* There were no Cirque du Soleil performances in 2007. Cirque du Soleil will return to Marymoor in 2008.



### **2007 Marymoor Park highlights include:**

- ❖ Revenues were up in several important categories of Marymoor Park business operations in 2007. The increases listed below helped make up for much of the decrease in revenue compared with 2006, which was due to the 2007 absence of Cirque du Soleil.
  - Implementation of new parking fee collection procedures during the busy soccer season contributed to the 18 percent increase in overall parking revenue, which came close to \$450,000.
  - The summer concert series at Marymoor Park brought in nearly \$150,000 in revenue.
  - Advance on-site and phone concert ticket sales doubled service fee revenues.
  - High demand for new artificial turf athletic fields at Marymoor Park helped increase field reservation fees by 114 percent.
  - Significant improvements at the Pet Garden brought new interest and raised \$4,500.
- ❖ High demand for artificial turf athletic fields at Marymoor Park helped increase field reservation fees by 114 percent. The hours of use of the four turf fields tripled in 2007, as compared to 2005 (the last comparable year; the fields were closed for most of 2006). Even with the higher use levels, hours spent maintaining the fields have remained steady.
- ❖ Baseball field #1 was converted from a dirt infield to artificial turf, with associated field fee increases. Although actual use was down, revenues were stable.
- ❖ The Wash Spot is a new concession that provides self-serve dog wash facilities. Completed in the fourth quarter, it is located near the off-leash dog area. The grand opening is slated for 2008, pending arrival of a few remaining pieces of equipment.
- ❖ Final design elements were developed for two major capital projects scheduled for construction in 2008:
  - The Sammamish River Connector trail, which will link the Sammamish River Trail to the East Lake Sammamish Trail, providing a safer pedestrian and bicycle corridor through the park.
  - Complete conversion of baseball fields #1 and #2 to artificial turf, which will expand revenue possibilities as the fields will be equipped for baseball as well as soccer.

## Weyerhaeuser King County Aquatic Center



### Aquatic Center Business Unit

	2007 thru Q4	2006 thru Q4	Change (\$)	Change (%)
<b>Traditional</b>				
Rev - Facilities	\$585,579	\$635,019	(\$49,440)	-8%
Rev - Courses	\$127,893	\$138,399	(\$10,506)	-8%
Rev – Drop-in	\$43,481	\$53,868	(\$10,387)	-19%
Rev – Banquet Hall	\$41,990	\$34,280	\$7,710	22%
<b>Non-Traditional</b>				
Rev – Subway	\$17,237	\$22,338	(\$5,101)	-23%
Rev - Concessions	\$8,990	\$2,411	\$6,579	273%
<b>Revenues - Total (rounded)</b>	<b>\$825,000</b>	<b>\$886,000</b>	<b>(\$61,000)</b>	<b>-7%</b>
<b>Expenditures (rounded)</b>	<b>\$2,390,000</b>	<b>\$2,080,000</b>	<b>\$310,000</b>	<b>15%</b>

**Business Unit Actual Revenue as Percentage of Direct Costs <sup>(1)</sup>** **35%**  
**Target Business Unit Revenue from Ordinance 14509:** **50%**

(1) The KCAC recorded about \$25,000 of loan-in labor in 2007, compared to \$23,000 in 2006.

Source: Parks Division CLASS software system for revenue tracking; ARMS financial reports and division indirect cost estimates for expenditures.

**2007 Weyerhaeuser King County Aquatic Center (WKCAC) highlights include:**

- ❖ WKCAC completed major capital improvements in 2007, including family-oriented water features in the recreation pool, improved lighting, a disability accessible/family dressing room, improved locker room facilities and a new scoreboard.
- ❖ Facility closures for capital improvements (Jan-Feb 2007) and unplanned maintenance (Aug 4-19; Nov 5-9) had a negative impact on recreation programs and team rentals, contributing to an overall revenue shortfall.
- ❖ WKCAC hosted major competitive events including two PAC-10 collegiate championships and the US Masters Swimming Nationals and is scheduled to host more major events in 2008, such as the NCAA Men's Swimming and Diving Championships.
- ❖ Revenue from banquet hall rental increased 22 percent when compared to 2006. WKCAC has successfully retained major clients, who will again host some of the community's most prestigious social events in the hall in 2008.
- ❖ WKCAC expenditures rose by 15 percent in 2007 due to a combination of factors, which included hiring three new 0.67 Term-Limited Temporary (TLT) positions in April; a 20 percent increase in natural gas rates; and unanticipated repairs for which the pools had to be drained and reheated and the pool water had to be chemically treated.
- ❖ Cost savings were achieved in the following ways:
  - Replacing natatorium lights with more efficient fixtures;
  - Improving efficiency of natatorium heating, dehumidifying, and ventilation systems;
  - Installing a new LED scoreboard which uses one-tenth of the electricity and should qualify for a Puget Sound Energy energy efficiency credit.
- ❖ WKCAC continues to be an economic development engine for South King County and the City of Federal Way.

## King County Fair in Enumclaw



### Fair Business Unit\*

	2007 thru Q4	2006 thru Q4	Change (\$)	Change (%)
<b>Traditional</b>				
Rev - Annual Fair	\$385,327	\$428,053	(\$42,726)	-10%
Rev – Facilities *	\$15,718	\$128,993	(\$113,275)	-88%
<b>Non-Traditional</b>				
Rev - Campgrounds *	\$0	\$16,729	(\$16,729)	-100%
<b>Revenues - Total (rounded)</b>	<b>\$401,000</b>	<b>\$574,000</b>	<b>(\$173,000)</b>	<b>-30%</b>
<b>Expenditures (rounded)</b>	<b>\$610,000</b>	<b>\$1,330,000</b>	<b>(\$720,000)</b>	<b>-54%</b>

**Business Unit Actual Revenue as Percentage of Direct Costs <sup>(1)</sup>:**

**63%**

**Target Business Unit Revenue from Ordinance 14509:**

**100%**

(1) The Fair recorded about \$127,000 in loan-in labor in 2007, compared to about \$124,000 for the Fairgrounds in 2006.

Source: Parks Division CLASS software system for revenue tracking; ARMS financial reports and division indirect cost estimates for expenditures.

\* The fairgrounds were transferred to the City of Enumclaw at the end of 2006, so the Division no longer generated revenue from that facility. In 2007, the Division received \$16K of revenue that was generated from the fairgrounds facilities the previous year.

**2007 Fair highlights include:**

- ❖ The Division transferred the fairgrounds to the City of Enumclaw, effective January 1, 2007, so this was the first year the Division operated the Fair without owning the fairgrounds.
- ❖ As a result of the transfer, revenues and expenditures were both down compared to 2006. Expenditures decreased by much more than did revenues, reflecting substantial net savings to the Division.
- ❖ The 145<sup>th</sup> King County Fair was held in mid-July, with the theme of *"Dance to the Moosic"*. However, due to record-setting days of rain during the entire fair schedule, attendance was lower than anticipated, which contributed to a decline in revenue.
- ❖ Fair entertainment included the 2<sup>nd</sup> Annual Demolition Derby, local and regional musical acts, and the ever popular pig races. There were nearly 1,000 4H/Future Farmers of America exhibitors and some 350 Open Class exhibitors entering everything from cookies to quilts.
- ❖ The Fair's poster, which was drawn by a local Enumclaw artist, won first place in the artistic category from the Washington State Fair Association and second place from the Western Fair Association.
- ❖ Planning is underway for the 146<sup>th</sup> King County Fair in 2008, which will run from July 18-20, 2008.

## Recreation, Ballfields, and Facilities



### Ballfields and Recreation Business Unit

	2007 thru Q4	2006 thru Q4	Change (\$)	Change (%)
<b>Traditional</b>				
Rev - Ballfields	\$246,031	\$291,238	(\$45,207)	-16%
Rev - Facilities	\$163,171	\$171,840	(\$8,669)	-5%
<b>Non-Traditional</b>				
Rev - Camping	\$44,926	\$39,900	\$5,026	13%
<b>Revenues - Total (rounded)</b>	<b>\$454,000</b>	<b>\$503,000</b>	<b>(\$49,000)</b>	<b>-10%</b>
<b>Expenditures (rounded) <sup>(1)</sup></b>				

**Business Unit Actual Revenue as Percentage of Costs <sup>(1)</sup>**  
**Target Business Unit Revenue from Ordinance 14509**

**see note**  
**30%**

(1) This revenue category includes field and facility rentals that are derived from a wide range of facilities and parks across the County. Expenditure information on individual fields or facilities (e.g. picnic tables) that are part of individual parks is not available. It appears that revenues cover less than 15 percent of total local, rural, and regional park costs, including allocated indirect costs. The division examined the costs of ballfield maintenance, and on average, field revenues appeared to cover about 15 percent of direct field maintenance costs. Consistent with previous reports, this report does not include expenditures.

**2007 ballfield and recreation highlights include:**

- ❖ Overall, revenue from ballfields and other recreational facilities decreased by 10 percent compared to 2006. Due to storm damage, several athletic fields opened later than normal, which had a negative impact on field revenues. The number of user groups remained steady in 2007.
- ❖ Revenue from facility rentals decreased slightly from 2006, primarily due to poor summer weather. However, several facilities saw an overall increase in the number of events, some of which included:
  - Preston Community Center: 11 weddings and 3 receptions.
  - Fall City Community Park: 13 horse events in the arena.
  - Gracie Hanson Community Center: installation of state-of-the-art batting cage with more than 1,000 users since the facility opened in November. The gym continues to be used for Toddler Time, birthday party rentals, and an annual train show.
- ❖ The addition of six yurts at Tolt-MacDonald Park and Campground in September has helped camping revenues increase by 13 percent over 2006.



## Swimming Pools

(other than the Weyerhaeuser King County Aquatic Center)



### Swimming Pools Business Unit

includes: Evergreen, Renton, Vashon and Cottage Lake Facilities

	2007 thru Q4	2006 thru Q4	Change (\$)	Change (%)
<b>Traditional</b>				
Rev - Pool Fees	\$585,713	\$595,269	(\$9,556)	-2%
Rev – Concessions *	\$790	\$4,255	(\$3,465)	-81%
<b>Revenues - Total (rounded)</b>	<b>\$587,000</b>	<b>\$600,000</b>	<b>(\$13,000)</b>	<b>-2%</b>
<b>Expenditures (rounded)</b>	<b>\$1,540,000</b>	<b>\$1,370,000</b>	<b>\$170,000</b>	<b>12%</b>

**Business Unit Actual Revenue as Percentage of Costs <sup>(1)</sup>** **38%**  
**Target Business Unit Revenue from Ordinance 14509:** **50%**

(1) These pools recorded about \$74,000 in loan-in labor in 2007, compared to \$60,000 in 2006.

Source: Parks Division CLASS software system for revenue tracking; ARMS financial reports and division indirect cost estimates for expenditures.

\* Approximately \$4,000 in concession revenue had been mislabeled earlier in the year and attributed to the Cottage Lake Pool rather than Cottage Lake Park. This was corrected in the 3<sup>rd</sup> quarter report.

### 2007 swimming pool highlights include:

- ❖ Overall, revenue from pools other than WKCAC is down slightly from 2006. This can be attributed mainly to poor summer weather. The Cottage Lake Pool saw an increase in revenue during the third quarter following the installation of a new spiral waterslide.
- ❖ An increasingly popular attraction at the pools is “Float-In Movies”, which saw record attendance during the fourth quarter. Evergreen Pool encouraged attendees to bring canned food items and has donated 71 pounds of food to the White Center Food Bank.
- ❖ The Renton Pool now offers volunteer slide attendants, who are mostly young people who provide assistance during public programs.



## Implementing Entrepreneurial Strategies New Ways of Raising Revenues

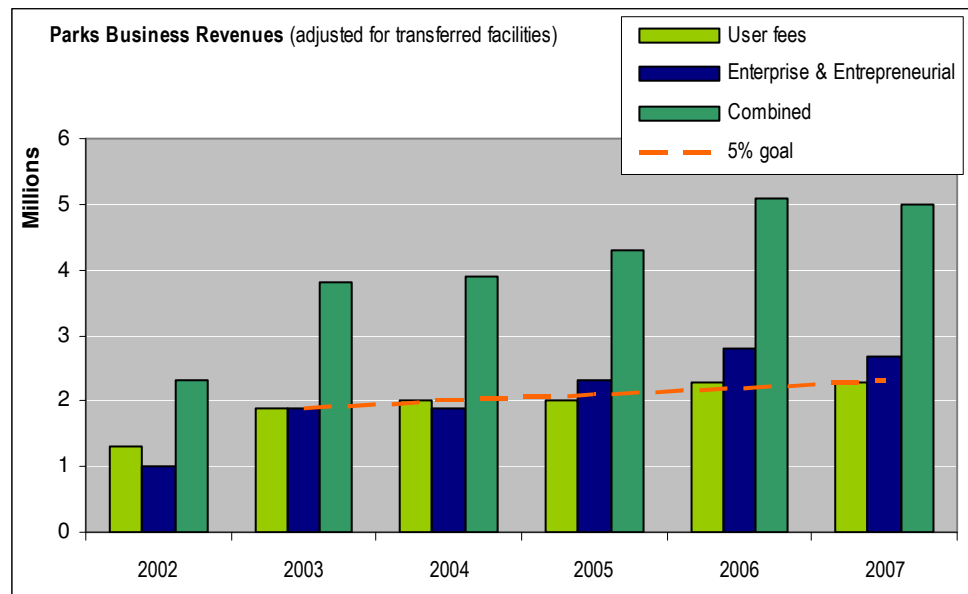


### Entrepreneurial Strategies

The Division has been maximizing enterprise and entrepreneurial revenues and exploring other actions that minimize the tax subsidy needed for active recreation facilities. The Division will continue to foster and develop corporate, non-profit and community-based partnerships in an effort to increase revenues and leverage Revenue Enhancement and Opportunity Fund capital dollars.

Overall business revenues include enterprise and entrepreneurial revenues and user fee revenues.

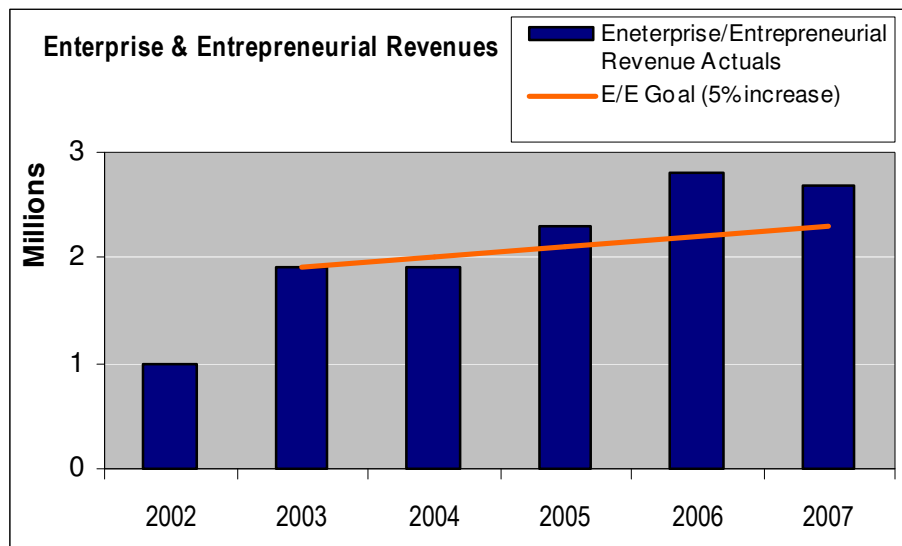
The Division defines enterprise/entrepreneurial revenues to include a myriad of non-traditional activities, ranging from corporate sponsorships, parking, and facility



rentals (such as the concert series and Cirque du Soleil). These are generated largely as a result of the cultivation efforts of the Division's entrepreneurial team. User fee revenues represent the more traditional recreational activities, such as pool fees, field rentals, and recreational programs, and are generated according to what the market will bear.

Through the Partnership for Parks initiative, the Division aggressively pursues mutually beneficial agreements with other entities and generates revenue through the following opportunities:

1. Maximizing revenue from existing assets
2. Establishing corporate sponsorships, naming rights, and other contributions
3. Pursuing gifts, bequests and legacy donations
4. Evaluating system inventory opportunities on King County lands to benefit the Division



In 2007, the Division's business revenues came to a total of \$4.98 million, surpassing the budgeted target by \$25,000.

**2007 entrepreneurial highlights include:**

- ❖ A \$500,000 gift from Starbucks Coffee Company made possible the Ultimate Park Makeover of White Center Heights Park. This momentum led to a further investment of \$500,000 from the Washington State Legislature to our partner, the White Center Community Development Association, for Phase II improvements in 2008.

- ❖ Marymoor Park again played an important role in generating business revenue for the Division, such as:
  - Implementation of new parking fee collection procedures during the busy soccer season contributed to the 18 percent increase in overall parking revenue, which came close to \$450,000.
  - The summer concert series at Marymoor Park generated nearly \$150,000 in revenue for the Division.
  - Advance on-site and phone concert ticket sales doubled service fee revenues.
- ❖ The addition of six yurts at Tolt-MacDonald Park and Campground in September has helped camping revenues increase by 13 percent over 2006.
- ❖ The Division expanded its relationship with Group Health, earning \$17,000 from their healthy-lifestyle outdoor advertisements placed throughout the system.
- ❖ Other 2007 partnerships included:
  - Aegis foot reflexology paths in Marymoor and White Center
  - FirstTech *movies@marymoor*
  - Starbucks Regional Trail maps, which were distributed at Starbucks retail stores in King, Pierce and Snohomish Counties

## **Pursuing Gifts, Bequests, and Donations**

### ❖ Grants awarded:

- City of Seattle Weed and Seed (White Center Youth Programs) - \$35,000
- Greater King County Police Activities League, PAL (White Center Youth Programs) - \$4,000
- Community Enhancement Grant (White Center Youth Programs) - \$500
- National Recreational Trail Program (backcountry trails maintenance crew) - \$75,000 (note: awarded in 2007, to be expended in 2008)

### ❖ Grants pending:

- US Soccer Foundation (White Center Youth Programs) - \$30,000. Notification is expected in mid-2008.
- Recreation Conservation Office – Youth Athletic Facilities (Duthie Hill; Ravensdale; Sixty Acres South) - \$150,000 each. Notification is expected in April 2008.

### ❖ Contributions:

- Significant improvements at the Pet Garden brought new interest and raised \$4,500.

## **Agreements with Other Organizations** **Community Partnership and Grants (CPG) Program**

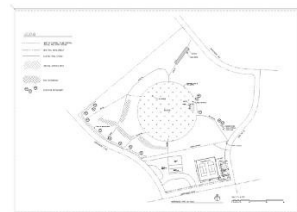
The Community Partnership and Grants (CPG) Program continues to spearhead the development of partnerships that result in new facilities and amenities throughout King County. There are currently 30 projects either already implemented or under development that represent \$9 million in CPG grants and CIP commitments that will eventually add nearly \$50 million in leveraged community investment (cash, grants, in-kind, donations, volunteers, etc.). CPG projects will not result in new tax-funded operations or maintenance costs. Groundbreakings occurred throughout 2007, and several projects are scheduled for completion in 2008, including the new Preston Athletic Fields and Community Park and renovated Mel Olson Baseball Stadium in Steve Cox Memorial Park (formerly White Center Park). Some of highlights of CPG projects include:



New boathouse at Marymoor Park



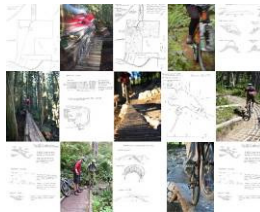
New whitewater takeout on Mid Fork



New park in Mirrormont



New community center  
at Lakewood Park



New 100 acre mountain bike  
course at Duthie Hill



Audubon trail / kiosks at Marymoor



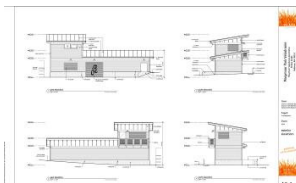
New synthetic ballfields and  
community park in Preston



Improvements/development at  
Ravensdale Park



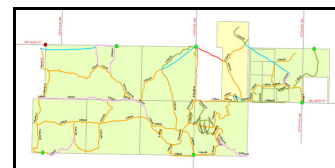
New baseball field at Mel Olson  
Stadium in Steve Cox Memorial Park



New velodrome race building at  
Marymoor Park



Improvements at May Valley Park



Improvements at Island Center  
Forest on Vashon Island

For more details about CPG projects, visit:  
**[www.kingcounty.gov/parks/cpg](http://www.kingcounty.gov/parks/cpg)**

King County Parks **Your**  King County  
**Big Backyard**

## **Transferring Parks and Recreation Assets**

Transferring local parks to cities and focusing on rural and regional programs is a key element of the Parks Business Plan. Consistent with the Parks Business Plan, the transfer of parks and pools within the Urban Growth Area (UGA) is an on-going discussion as part of a broader county annexation strategy. The Division also seeks to transfer properties in advance of actual annexations whenever possible.

Effective January 1, 2007, King County transferred to the City of Enumclaw the King County Fairgrounds, Sportsman Park, Farmers Park, and two parcels across the street from the Fairgrounds. Other 2007 transfers included Meerwood, Sammamish Cove and Timberlake Parks to the City of Issaquah, and Slough House Park to the City of Redmond. Renton Pool is expected to transfer to the Renton School District in 2008.

### **The parks and facilities that have been transferred to date include:**

<b>Park</b>	<b>Jurisdiction</b>	<b>Park</b>	<b>Jurisdiction</b>
Auburn Pool	City of Auburn	Jenkins Creek Park	City of Covington
Auburndale Two Park	City of Auburn	Juanita Beach Park	City of Kirkland
Beaver Lake Park	City of Sammamish	Kent Pool	City of Kent
Bridle Crest Trail (Redmond)	City of Redmond	King County Fairgrounds	City of Enumclaw
Coal Creek Park	City of Bellevue	Lake Burien School Site	City of Burien
Des Moines Creek Park	City of SeaTac	Lake Heights Park	City of Bellevue
East Auburn Athletic Fields	City of Auburn	Lake Sawyer Park	City of Black Diamond
Eastgate Park	City of Bellevue	Lake Wilderness Park	City of Maple Valley
Enumclaw Golf Course	City of Enumclaw	Lea Hill Park	City of Auburn
Enumclaw Pool	City of Enumclaw	Lewis Creek Natural Area	City of Issaquah
Farmers Park	City of Enumclaw	Luther Burbank Park	City of Mercer Island
Federal Way Pool	City of Federal Way	Manor Hill Park	City of Bellevue
Fort Dent Park	City of Tukwila	Meerwood Park	City of Issaquah
Grandview Park	City of SeaTac	Mercer Island Pool	City of Mercer Island & Northwest Center
		Mt. Rainier Pool	Cities of Des Moines & Normandy Park, & Highline School District



**The parks and facilities that have been transferred to date include (list cont'd):**

<b>Park</b>	<b>Jurisdiction</b>
Northshore Pool	Northwest Center
OO Denny Park	City of Seattle
Redmond Pool	Northwest Center
Salmon Creek Park	City of Burien
Salmon Creek Waterway	City of Burien
Sammamish Cove	City of Issaquah
Shamrock Park	Si View Metropolitan Park District
Si View Park	Si View Metropolitan Park District
Si View Pool	Si View Metropolitan Park District
Slough House Park	City of Redmond
South Central Pool	City of Tukwila
South Park Farm	City of Seattle
Sportsman Park	City of Enumclaw
Tahoma Pool	City of Covington
Three Forks Natural Area	City of Snoqualmie
Timberlake Park	City of Issaquah

**The Division continues to work with cities and parks districts on the transfer of the remaining UGA facilities, including:**

<b>Park</b>	<b>Jurisdiction</b>
132 <sup>nd</sup> Square Park	City of Kirkland
Bridle Crest Trail	City of Bellevue
Cascade Park	City of Renton
Inglewood Wetlands	City of Kenmore
Juanita Heights Park	Finn Hill Park and Recreation District
Juanita Triangle	Finn Hill Park and Recreation District
Kingsgate Park	City of Kirkland
Klahanie Park	City of Issaquah
Maplewood Park	City of Renton

<b>Park</b>	<b>Jurisdiction</b>
May Creek Park	City of Renton
Renton Pool	Renton School District
Sierra Heights / Honey Dew Park	City of Renton
Sunset Playfield	City of SeaTac
Swamp Creek	City of Kenmore
Tollgate Farm – middle site	City of North Bend
West Hill Park	City of Bothell
Windsor Vista Park	City of Kirkland

**In addition to the transfer agreements and efforts identified above, the county has long-term lease agreements for operations of the following facilities:**

<b>Facility</b>	<b>Organization</b>
Gold Creek Lodge	Operated by Boys & Girls Club of King County
West Hill Community Center	Operated by Boys & Girls Club of King County

## **Community Outreach and Involvement**



The Division strives to involve and engage volunteers and community members in the parks system through a variety of activities. In 2007, some 8,000 volunteers provided more than 50,000 hours of in-kind labor. Among the 318 volunteer events that took place throughout the system in 2007, the Starbucks “Ultimate Park Makeover” at White Center Heights Park was by far the highlight of the year (see below).

In addition to participating in the growing Parks and Trails Ambassadors program, volunteers also helped construct more than 2,500 feet of new trail, remove 290 cubic yards of invasive species, restore wetlands, streams and other sensitive areas, install more than 10,000 native trees and shrubs, clean up active parks, prepare thousands of plants at the greenhouse, and support activities such as the King County Fair, the summer concerts at Marymoor and White Center youth recreation programs.

### **2007 highlights include:**

- ❖ From June 8-15, 2007, a remarkable 1,500 volunteers who donated more than 4,000 hours of hard work helped the Division leverage a \$500,000 donation from Starbucks Coffee Company to transform White Center Heights Park into a vibrant gathering place. A collaborative project, the White Center Heights Park “Ultimate Park Makeover” was designed with the participation of community members and was carried out with the assistance of Starbucks employees, students from University of Washington’s College of Architecture and Urban Planning, the White Center Community Development Association, and members of the White Center community.



- ❖ As part of United Way's "Day of Caring" in September 2007, the Division worked with a variety of partners, such as Microsoft, REI, the Washington Native Plant Society, and the Cities of Sammamish and Woodinville. Activities took place at the Division's greenhouse and at parks and trails throughout the system, and the events drew more than 500 volunteers who worked nearly 2,500 hours.
- ❖ This year, the Concerts at Marymoor series launched a pilot recycling project in conjunction with King County's Solid Waste Division. Through the King County Master Recycler Composter (MRC) program, MRC volunteers worked at every concert to educate concert-goers on recycling and how to properly discard their food and drink containers.
- ❖ Partners for volunteer projects included:

4-H Groups	Friends of Soaring Eagle	Summit Church
Boeing	Friends of Soos Creek	Support Our Dog Areas (SODA)
Boy Scouts (Eagle Badge Projects)	Friends of the Cedar River Watershed	Tacoma Outdoor Academy
Carnation Elementary School	Maple Valley Rotary Club	Two Rivers School
City of Woodinville	Mercer Island High School	United Way
Conover Capital Management	Microsoft	University of Washington
EarthCorps	Northwest School	WA Native Plant Society
East Lake Washington Audubon	Orca Elementary School	Washington Trails Association
Eastside Catholic	Overlake School	White Center Community Development Association (WCCDA)
Friends of Cottage Lake	REI	Willows Lodge
Friends of North Shorewood Park	Seattle University	Woodinville-Sammamish
Friends of Rock Creek	Starbucks Coffee Company	ReLeaf
		YMCA

## Reconnecting People to Their Parks: Outreach and Reconnecting Strategy

### [www.parksfeedback.com](http://www.parksfeedback.com)

Launched in December 2005 as a pilot program and expanded to the entire system in the second quarter of 2006, *parksfeedback.com* has proved to be an extremely useful customer feedback tool connecting citizens and user groups with the Division.

Through *parksfeedback.com*, the Division receives a variety of compliments, suggestions, feedback, and notifications, which are delivered directly to the email inboxes of Division staff. While the feedback system does not provide a statistical gauge for constituent satisfaction, it is a powerful tool that asks a series of multiple choice questions and allows users to write in comments and include their email or telephone number to receive a direct response from the Division.

Some examples of comments received during 2007 include:

*"Thanks for providing the "compostable corn" cups at the beer garden at Marymoor Park. I can only imagine how much waste is averted by not using traditional plastic cups....it was also nice to have a crew of people out helping to educate concert goers about the cups and direct them where to dispose of them."*

*"Just a note of thanks for a great little map: "Regional Trails" in King County area and parks. Not only is it a great little well-designed map, but the details are such that it is really useful."*

*"I really appreciate the dog clean-up bags you have provided at this park, and I wanted to let you know how nice the flowers around the sign look. Thank you!"*

The notifications sent by park users through the *parksfeedback.com* tool also serve as "eyes and ears on the ground" for Parks' 25,000 acres of property. This means that even with a widespread system, the Division has been able to remain connected with citizens and communicate promptly and directly with them.

Communications from park users have helped the Division to identify problem areas in parks and along trails, such as incidents of graffiti and vandalism, and to respond to citizens' questions and concerns. This has also assisted the Division in prioritizing short, medium and long-term maintenance issues and capital improvement needs.

Here are a few examples of communications received throughout 2007 and how the Division was able to respond:

Feedback

*"Some of the mileage signs on the trail seem to be missing, and it would be nice to have more doggie poop bag dispensers available along the trail, at least one at each entrance point."*

Action

The Division responded directly to the email the next business day, informing the trail user that new mileage markers were under construction and would be installed the following week. The Division responded to the other request by placing more doggie bags at the major entrance points along the trail.

Feedback

*"I just got general seating tickets for the Brian Regan show in July for me and my husband. I am a wheelchair user. Can you please tell me where wheelchair users and their companions are seated? Thanks for your help."*

Action

The Division responded directly to this concert-goer by email within one business day and explained where and how she should enter the concert venue.

Feedback

*"The playground equipment was recently removed at 132nd Square Park - is it going to be replaced or is it permanently removed?"*

Action

The Division responded directly to this park user by email within one business day, explaining the situation, informing him of an upcoming community meeting on this topic, and providing contact information for the division staff and community groups involved in this process.

### **Other community outreach initiatives**

The Division pursued other avenues for connecting with the public in 2007 and increasing awareness about the Division's parks, trails, and natural areas.

2007 community outreach highlights include:

- ❖ The Division conducted parks-focused public outreach efforts at the King County Fair, the Group Health Bike Expo, DNRP's Division Days, and key summer events such as the movies and concerts at Marymoor Park. The Division's display at the Bike Expo was awarded "Best in Show".

- ❖ The Evergreen Athletic Field was the site of a July soccer match between 30 White Center teens and a dozen King County Sheriff's deputies and Seattle Police officers. It was a close match, but in the end, the teens were victorious.
- ❖ The Division was featured in nearly 250 local and national stories. Examples of 2007 stories include the Starbucks Ultimate Park Makeover of White Center Heights Park, the launch of the Duthie Hill mountain bike course in collaboration with Backcountry Bicycle Trails Club, MSN Wi-Fi Hotspots, the Group Health partnership, and the ESPN DockDogs event.
- ❖ In August, Starbucks Chairman Howard Schultz and director/producer Norman Lear visited the newly remodeled White Center Heights Park. Their visit was filmed as part of the award-winning Sundance Channel series "The Iconoclasts", which first aired on November 15, 2007.